

ANALYSIS MARKET OF DRUGS IN THE FORM OF MARKERS IN UKRAINE

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Introduction. Antifungal preparations for topical use ATC classification refers to the group D10A.

The aim of the study. Due to the pharmacological effects of drugs that are created, and it is their activity against a number of pathogens fungal skin lesions purpose is to analyze the market of antifungal drugs for local use.

Materials and methods.

- Calculations standard concentration index ($CR_{3>70}$);
- Price of product characteristics Group D01AE;
- Analytical sales of drugs group D01AE.

The obtained results. In Ukraine today there are several drugs in the form of markers. The most famous of them - "Flomed" (Ukraine) containing 5% solution of iodine and "Lekker" (RF), containing a solution of iodine, brilliant green, fukortsyn and where other. Price markers "Flomed" varies from 15 to 25 UAH., The "Lekker" from 35 to 76 USD. Applying the method of pricing based on the prices of competitors, the price of drugs or development should be set higher than the price of the product "Flomed" obruntuvavshy is its multi-component composition and antifungal effect. At the same time, the price should be lower than the price of the product "Lekker" for competitive advantage.

Given the widespread prevalence of fungal infections and lack of effective antifungal drugs for external use, development of new combination of drugs based on propolis is appropriate. In the segment, which includes medication or development there is competition, the segment is highly concentrated as three brand occupy 81% market share. But the most fierce competition going on among high-cost drugs. Pipeline preparaty with reasonable price and will be available to most consumers.

Conclusions. Created drugs "Propolis-PNG", "Propolis-PSC," "Propolis-PCB", according to the preliminary calculations relate to the average price category and will be available to most consumers.